

LIBERAL INNOVATOR

Volume I, Number 3

Publication Date: April 1964

Twenty Cents

OUR CHOICE OF NAME

The name of our newsletter, the "Liberal Innovator" has evoked a wide variety of responses. By far the most frequent reaction is:

"Why did you choose such an inappropriate name for your newspaper? Yes, I grant you the true and original meaning of "liberal" is -- an exponent of freedom. But today "liberal" means exactly the opposite to most people. Isn't attempting to change its meaning a hopeless task?"

In reply: The Liberal Innovator intends to be an international libertarian publication and is striving to acquire a world-wide circulation. Collectivist misuse of the word "liberal" has occurred chiefly in the United States. Throughout most of the world "liberalism" is the most widely used term for economic and political freedom.

Equally important the Liberal Innovator refuses to concede that American pseudo-liberals are basically stupid or depraved. We believe that beneath the rubbish of socialist dogma which clutters the mind of many a "leftist", lies genuine although undeveloped concern for the individual and longing for freedom. We believe that with proper intellectual encouragement and stimulation, many a pseudo-liberal can root out the contradictions which plague his opinions and develop into a true liberal.

APPRECIATION FOR IDEAS

The development of the humanities has been the result of incisive studies by a comparatively small number of philosophers and researchers into the nature of man. With the aid of knowledge communicated by these highly creative individuals, the applied philosopher develops the ability to conceive of and explore the potential of new, improved social innovations.

Because of space limitations the Innovator cannot give explicit credit in each issue to every libertarian whose intellectual efforts have contributed in a significant way to the contents of that issue; indeed an immense amount of painstaking research would be required to even identify all intellectual forebearers. However through articles and in our feature, "On the Market", the Innovator will periodically acknowledge those intellectuals who have, in our opinion, most significantly advanced the humanities.

INDIVIDUALS OF ABILITY ON THE MOVE

Canadian government officials fear that the lowering of U. S. income taxes will increase the emigration of technically trained Canadians to the United States; crippling Canadian science and industry. Already professional people are deserting Canada at the rate of over five thousand per year.

We could suggest a simple solution to the Canadian government: Eliminate income taxes in Canada completely and watch Canada boom as American engineers, businessmen, and capital moves north.

TO EACH ACCORDING TO HIS NEEDS

In Cuba toys are rationed through the industrial ration book at a rate of two to a child. Distribution of the toys rests with the ministry of interior commerce, which has set up strict rules and regulations for shoppers.

Dolls, for instance, can only be purchased for girls from one to twelve years of age. "Girls older than twelve should only worry about their preliminary Marxist education . . . not about dolls," said Havana Radio. GILL CANTWELL

THE BATTLE OF MADISON AVENUE

Just as the opponents of the free market were able to bring on its virtual destruction without ever openly declaring their opposition to that once-popular American institution, so today's unavowed enemies of the free press -- using parallel tactics -- have launched a war of attrition against the communications industries.

An essential part the verbal attacks preceding the antitrust laws were centered upon capitalism's root industry, banking. Wall Street was depicted as the incarnation of all the evil in the nation.

Today's pre-censorship attacks are centered upon communication's financial base, advertising. Madison Avenue is the devil in the modern coercivist mystique.

The free market suffered its decisive defeat when Wall Street, intellectually unequipped to defend itself, was bound in regulatory federal chains. Since then, an ever-increasing number of American producers have been forced to either perish or depend on federal loot for their financial support, thus placing the state in the moral position of consumer -- and placing, or replacing, the producer in the moral position of slave to the bureaucrat.

And the free press will just as certainly suffer its decisive defeat if Madison Avenue, which provides the funds for the vast majority of this nation's communication, finds itself intellectually unarmed in the face of a mounting coercivist verbal attack calling for "public-interest" regulation -- if not outright abolition -- of advertising.

Because Wall Street's only intellectual weapon was a hopelessly outdated moral code that flatly contradicted the basic principles of capitalism, a code practised more consistently by its coercivist opponents, capitalism perished in a massive legislative assault. The battle for Wall Street was a moral battle.

The battle for Madison Avenue will be epistemological. It will concern the nature of man's consciousness, his psychology. If enough voters can be convinced that man is an irrational creature, unable to make rational choices against the "hidden persuaders" conceived by ad men, then Madison Avenue and the free press it supports will fall under fascist-socialist edicts. And that is exactly the hopelessly outdated psychological view of man to which Madison Avenue itself still clings.

"Advertising has borrowed from classical psychoanalysis its laws of association and from behaviorism its principles of conditioning," according to Dr. Milton Rokeach of Michigan State University.

Contemporary psychology, he goes on to say, has rebelled against "the image of irrational man that behaviorism and classical psychoanalysis have helped build . . . I would say that the major way in which contemporary psychology differs from the psychology of 20 years ago is that man is now seen to be not only a rationalizing creature, but also a rational creature -- curious, exploratory and receptive to new ideas."

And Dr. George Katona of the Institute for Social Research in Ann Arbor further adds, "The housewife may act on impulse, but when it matters, she ponders, weighs alternatives and tries to make an intelligent choice."

The modern ad man, therefore, were he to bone up on the latest discoveries in psychology, would not only be able to better defend Madison Avenue from the rising coercivist onslaught -- he would be able to function more efficiently at his job.

And today's liberal, interested in defending freedom of the press while a cultural revolution drives back the collectivist hordes from

other fields of endeavor, must do all he can to provide Madison Avenue with the one intellectual weapon that can win the battle for freedom. He must sponsor a five-word message and make sure that it gets through to his prospective consumer, the ad man -- who is also his prospective ally: man is a rational animal.

Such is our main hope for a modern-day "Battle of Saratoga."
KERRY THORNLEY

THE BEAN BURNERS VERSUS THE LAW OF SUPPLY AND DEMAND

September 12, 1968 - Sao Paulo, Brazil -- The following letters were discovered in the rubble of the president of Brazil's executive offices. It is hoped that these documents, which date back over the last 30 years, will illuminate the cause for the president's murder, yesterday, by a mob of howling coffee growers.

- I -

From the Chief of the Bureau of Agriculture, Jose Gonzales,
to the Honorable President of Brazil

Senor President,

Having graciously allowed me three days to determine the cause of the disastrous decline in the world price of coffee, you will be gratified to know your confidence in me was not misplaced.

After an exhaustive study I have discovered the coffee growers themselves have intentionally initiated this crises by yearly increasing their production. They alone are not to blame, however; an international conspiracy of capitalist manufacturers of insecticides and mechanized farm equipment has consistently encouraged them.

Because of their activities it is now necessary to the public interest to put restrictions on the number of beans exported in order to re-establish the world price at a level most profitable to us. My staff is furiously at work on a massive study of the relationship of the number of exported beans to the world market price since the Greek Trade in 400 B. C. The most advantageous relationship will be dispatched to you within the day.

However, sir, after speaking with several of these greedy growers I fear they are not sufficiently patriotic to voluntarily reduce their production, despite the fact that their actions are the cause of our most pressing problem, namely, the loss of net taxable income and consequently of some of the government's best humanitarian projects. Therefore it is essential to establish internal quotas.

In the meantime I suggest you authorize the hiring of a bean counting brigade to staff each port of exit and carefully count the departing beans -- thus foiling any attempt to circumvent these prudent measures.

Naturally it will be necessary to stop the importation of insecticides and farm machinery.

Finally, after the quotas are established I suggest you declare a national bean burning fete at which time the current surpluses could be rendered as a burnt offering to our benign president.

Your humble servant,
Jose Gonzales

- II -

From the Chief of the Bureau of Agriculture, Pedro Lopez,
to the Honorable President of Brazil

Senor President,

Because of the miserable short-sightedness of my recently deceased predecessor his plan has failed. I can only wonder how a man so long in political employ could fail to recognize the pernicious nature of man. Given this, a novice could have foretold that the covetous coffee growers in the rest of Latin America would have taken advantage of our keeping the world market price high and expanded their production, hence making the world price plummet.

Fortunately at the last Latin Conference of the Brotherhood of Agri-

cultural Bureaucrats I persuaded my fellow ministers that the overall effects of the low prices were detrimental to us all and could be alleviated with some shrewdness. Thus we have agreed to share the world market.

Each country's quota will be easily fixed by having survey teams (composed of one member from every Latin American country) interview all coffee drinkers in the world; determine the number of cups of coffee consumed a year; multiply these by the number of beans per cup; divide that total by the number of coffee growers concerned -- hence giving a fair share to each of us. As soon as these quotas are determined, the plan will go into immediate effect.

It's my pleasure to serve you in the public interest.

Your humble servant,
Pedro Lopez

- III -

From the Chief of the Bureau of Agriculture, Ricardo Nogales,
to the Honorable President of Brazil

Senor President,

In deference to the late chief of this bureau I'll concede it was difficult to predict that Alaskans would begin growing coffee beans in greenhouses, and that other wicked countries would conspire against us and our Latin brothers to produce coffee. However, as you explained to him before his execution the public interest cannot tolerate excuses.

As we had hoped that august body, the United Nations has recognized the injustice of our present situation and ratified a pact which will provide for setting coffee quotas and prices. Let me immediately assure you that as I have secured an appointment to the commission that will allocate production, Brazil will have her fair share. (The expenses involved in acquiring the appointment are itemized in an enclosed statement.)

The terms of the pact state that the world agreement will go into effect when twenty exporting and twelve importing nations sign. I have already foreseen the possibility that two non-signatory nations might make a transaction below the controlled price level and am pressing for a Bean Patrol stationed in all ports to check beans for the UN stamp of approval.

At last El President . . . the end of our problems. They can't grow coffee on the moon.

Your humble servant,
Ricardo Nogales

- IV -

From the Chief of the Bureau of Agriculture, Ricardo Nogales,
to the Honorable President of Brazil

Senor President,

As you read this I shall be on my way to seek asylum in a non-coffee producing country. No doubt you've read in the papers that my plea before the general assembly was in vain. Although I exposed the evil effects on the world market price which the imperialist synthetic coffee producers are creating by selling synthetic coffee at one-quarter the price of natural coffee, although I minutely described the threat to our national wealth, health, and sense of smell caused by the coffee beans rotting on the trees, in the warehouses and on ships in port, my solution i. e. to prosecute for treason against mankind all scientists and manufacturers who are parties to marketing synthetic coffee, was met with embarrassed silenced.

When pressed, the delegate from the United States, without whose support we are doomed, mumbled something about ninety percent of their voters being coffee drinkers and fed up with high prices.

How unenlightened! How selfish! How detrimental to the good of all mankind, and of course to my continuance in this position. It may be of some comfort to know that I shall devote my voluntary exile to studying the reasons for our constant failure. Hopefully I can discover some principles on which we can institute a new government program to further our noble cause.

Your humble servant,
Ricardo Nogales

CARA LEACH